

# COMPANY MAXIMS

1. We serve our customers and fellow employees with trust, love, respect, and active support, and expect the same in return.
2. We apply innovation to Juniper Systems products and processes for enjoyment, customer benefit, and profit.
3. We assure quality in our products and services by understanding and meeting customer expectations.
4. We assure quality through the consistent application of uniform processes to produce products and services.
5. We provide products and use manufacturing practices that help conserve natural resources and preserve the environment.
6. We define our target customer groups tightly enough to allow us to focus our resources on a few key, highly productive, prioritized product objectives.
7. We lead our customers and fellow employees by communicating a clear vision of the results to be achieved.
8. We clarify and confirm to ensure understanding of vision and communications between elements of our organization.
9. We discipline ourselves and our organization through careful planning, tracking progress against plan weekly, meeting individual commitments, and optimizing processes.
10. We delegate decision making to the lowest possible levels and provide coherent vision and guidelines for those decisions from the highest levels.
11. We celebrate individual and team achievement.
12. We encourage self-improvement through continuing education, vigorous physical training, spiritual edification, and social interaction.
13. We finance our company growth with internal resources.
14. We generate a healthy return on investment.
15. We persevere.

